

Deliver The Experience!



Getting Started League

L2C

Greenhorn League

Rookie League

Teaching Adults to Curl

What is a Getting Started League?

- * Designed to teach adults to curl
- * This is not a clinic





**INTRODUCING
The All New Adult
LEARN TO CURL**



- Designed for the beginner and the arm chair curler, our introduction sessions follows the Curling Canada **Learn to Curl** program, but with a Sudbury twist.
- From **October 18 to December 21**, you will receive 10 weeks of on and off ice instruction with basic strategy, drills, necessary learning tools, and give-a-ways. The program wraps up with a Christmas party.
- After completing the program, you will be ready to participate in an 11-week league play on Sunday nights (7:45pm- 9:45pm), starting **January 10 to March 21**, at **NO ADDITIONAL COST**. Included is the year end banquet with prizes.

\$225.00 plus HST 705.673.5601

This is a great opportunity to learn to play the fastest growing sport

"CURLING.....A GAME FOR LIFE"



**hurry!
hard!
EVERY
HARD!
sweep!**

- > **NEW** program for adult beginner curlers from October to December 2015
- > Monday evenings at 7:15 p.m.
- > \$150 + tax per person

Registration: September 8 and 10 at the Winchester Curling Club

LEARN TO CURL

winchestercurlingclub.com • 613-774-2747

Why a Getting Started League?

- * Full-year curling program for adults to learn how to curl
- * It looks like a regular league.....except.....
 - * Proven curriculum
 - * More than **2 hours in the cold**
 - * Proper tools
- * **Goal → Create Curlers & Lifelong Members**



How do we get started?

- * Designate a Program Co-ordinator
 - someone in charge! **Pay Them!**
- * Allocate weekly ice time
- * Select a program
 - * 8 week
 - * Half year
 - * Full year (highly recommended)



Instructors

- * **Recruit instructors. How many?**
- * **Who do you recruit?**
 - * Enthusiastic
 - * Friendly
 - * Good communicators
 - * Young and Young At Heart
 - * No competitive experience necessary



Where to find instructors

- * Existing instructors
- * Retired people
- * Experienced curlers (not in years!!!)
- * University or high schools students
- * Former competitive junior curlers
- * Provincial / Territorial associations may have a list of certified instructors

How to recruit instructors

- * Reach out – phone, email, bulletin boards
- * Advertise on your website, Facebook
- * Other media
- * **Pay your** instructors for their time

What to teach?

- * Detailed Curriculum is a “**program in a box**” – everything you need to start the program.
- * [LINK](#)
- * 8 week program with weekly lesson plans:
 - * Delivery in 3 easy lessons
 - * Sweeping
 - * Strategy
 - * Positions
 - * Games
 - * More.....

Show me the money

- * **Program costs: \$4,300 (4 sheet rink)**
 - * **Instructors: \$3,000**
 - * (5 instructors per week x \$30 per person = \$150 night x 20 weeks)
 - * **Equipment: \$800 (grippers and sliders)**
 - * **Miscellaneous: \$500 (prizes, dinner etc.)**
- * **Program revenue: \$8,000**
 - * League fees: 32 x \$250
- * **NET TO THE CLUB in \$\$\$**
 - * $\$8,000 - \$4,300 = \$3,700$
- * **Net To The Club = PRICELESS!!!**



Show me the money

Don't it ☹️

Year One	– 32 x \$250	= \$8,000
Year Two	– 16 x \$250	= \$4,000
Year Three	– 8 x \$250	= \$2,000
Year Four	– 4 x \$250	= \$1,000
Total		= \$15,000

Do it

Year One	– 32 x \$250 (less \$4300)	= \$3,700
Year Two	– 24 x \$250	= \$7,500
Year Three	– 18 x \$250	= \$4,500
Year Four	– 16 x \$250	= \$4,000
Total		= \$19,700

Benefits

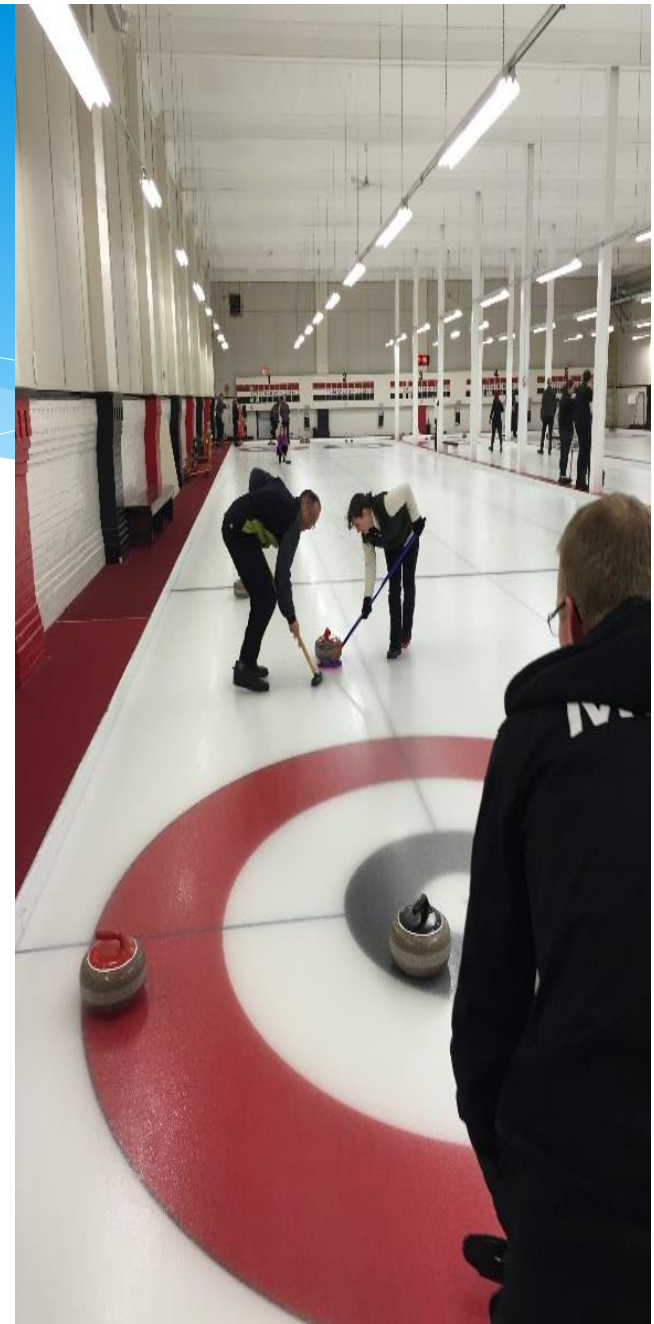
- Extra \$4700 over four years
- More members means less recruiting
- More volunteers, bonspiel participants
- Budget growth (capital fund?)

Unintended Consequences

- * **Bonspiel participants**
- * **U2 or U3 or U5**
- * **Volunteers / Board Members**
- * **Advocates**

Equipment

- * Brooms, Full Slip-on Sliders & Grippers for both feet – supplied by club until???
- * Clean running shoes
- * Warm, loose-fitting clothing (layered)
- * Mitts or Gloves
- * Delivery Aids/Stabilizers – supplied by club
- * Gather equipment information from the registration form i.e. shoe size



Communicate!

- * Frequently!
- * Email lesson plan to instructors weekly
- * Email all curlers prior to the season to tell them what to expect on the first night, what to bring etc.
- * Alert curlers to events at the club, volunteer opportunities etc.
- * Surveys: www.surveymonkey.com/results/SM-V9LT2BZ7/

Get ready for the first night

- * Trying a new thing is scary, intimidating, anxious
 - * Be welcoming, have name tags and greeters
- * Explain EVERYTHING the first night
 - * 30 minutes off ice session to explain:
 - * How the league is going to work
 - * Introduce instructors
 - * Introduce equipment
 - * Give tour of the club
 - * Answer questions
- * Smile – remember “Enhanced Experience”
- * Everyone throwing stone(s) the first night is **CRITICAL**

Enhancements - Make them members!

- * Christmas Party / Half year party
- * Clinics
- * Video analysis
- * Lounge lessons - strategy
- * Beginner bonspiel – U2 Bonspiel 2011
- * Pro Am
- * Equipment demo, Icemaker demo
- * [Online tools](#)

ATTENTION ROCK STARS!

SATURDAY, JANUARY 14, 2012

U2 CURLINGPALOOZA

IT'S A BEAUTIFUL DAY!

A ROCKFEST FOR CURLERS WITH 2 YRS EXPERIENCE OR LESS

- TWO YEARS & UNDER CURLING EXPERIENCE
- TEAM ENTRY (4 PLAYERS)
- TWO 5 END GAMES
- ROAST BEEF BUFFET DINNER
- FAMOUS OTTAWA CC ICE CREAM BUFFET
- HOT SHOTS CONTEST
- CASH WINNINGS EVERY END OF PLAY!
- TRIVIA CONTEST
- 50/50 RAFFLE
- CHAMPIONS TROPHY & CASH PRIZES



THE OTTAWA

CURLING CLUB

ENTRY FEE IS \$40 PER PERSON (based on 4 person teams)
SEND ENTRY WITH TEAM PAYMENT TO THE OTTAWA CC
440 O'CONNOR STREET, OTTAWA, K2P 1W4
FOR MORE INFORMATION, CONTACT:
DALAL ~ manager@ottawacurlingclub.com



facebook.com/Curlingpalooza2012



twitter.com/curlingpaalooza



Train the Trainers: Adding the Extras

Providing an Enhanced Experience



Enhanced Experience

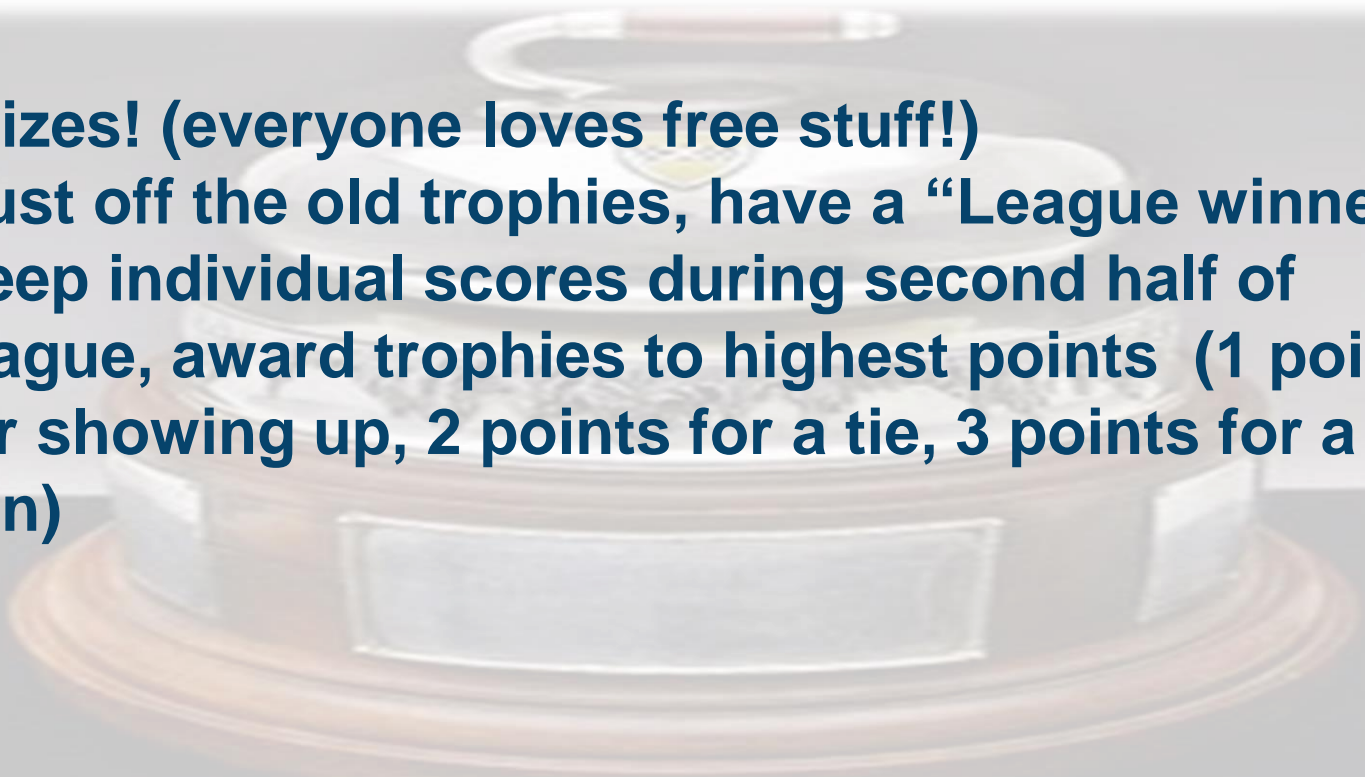
- * How do we create an enhanced experience?**
- * What can Getting Started Programs provide other than curling?**

Bring out the props!

- * Stop watch nights
 - * Let beginners practice using stop watches, great lesson on weight control
- * Use pylons, cups to enhance lessons

Bring out the props!

- **Prizes! (everyone loves free stuff!)**
- **Dust off the old trophies, have a “League winner”**
- **Keep individual scores during second half of league, award trophies to highest points (1 point for showing up, 2 points for a tie, 3 points for a win)**



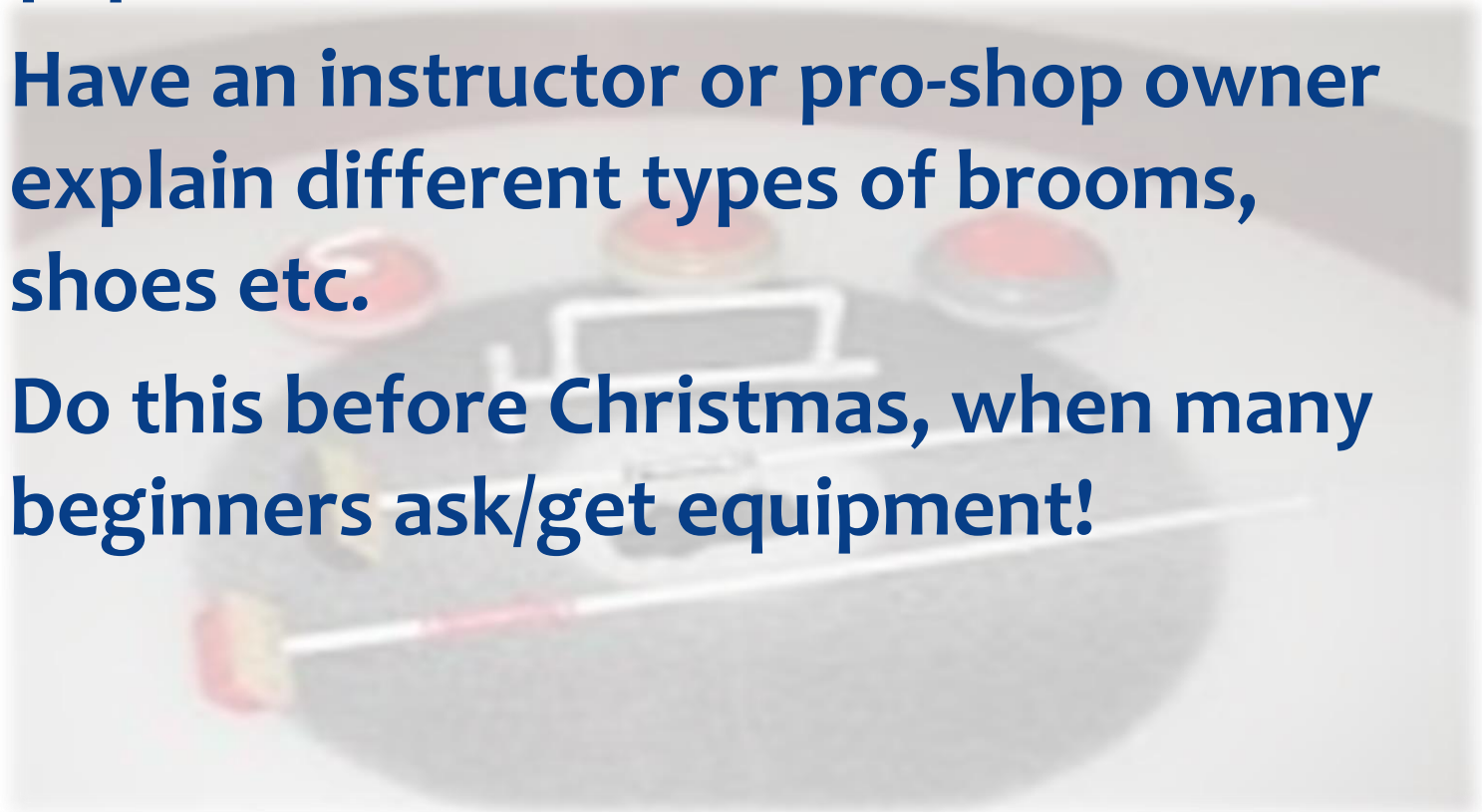
What else can we teach?

Curling isn't just about throwing a rock

- * What other “lessons” can we teach about curling?
- * What do you wish someone would have explained to you?

Extra Sessiona

- * **Equipment demo**
 - * **Have an instructor or pro-shop owner explain different types of brooms, shoes etc.**
 - * **Do this before Christmas, when many beginners ask/get equipment!**



Extra Sessions

- * **Ice maker demo**

- * Off-ice session where ice maker explains pebble, frost, how to make ice etc.

- * **Strategy demo**

- * Off-ice demo with instructor who explains basic strategy (i.e. with hammer, throw to side of sheet, without hammer, throw to centre)
- * All demos should be done before/after regular session, so do not take away from ice time! Beginner curlers hate to lose ice time!

Extra Learning Opportunities

- * **Video analysis**

- * Use a smart phone, iPad etc.

- * **One-on-one lesson**

- * Curlers will pay extra for extra lessons on weekends, lunch hour etc.

- * **Lounge lessons**

- * These often informal take place “after” curling while having a drink with instructors
 - * Strategy, team dynamics, explaining bonspiels etc.

Social Extras

- * **Christmas/half year party**

- * Let curlers organize this, if you do not have kitchen, order pizza, potluck etc.

- * **End of year party**

- * Draw prizes, fun games etc.

- * **Membership isn't just about curling!**

- * Invite curlers to other club events, bonspiels etc.
Beginners make great volunteers!

Make them Members!

- * **Pro-am**

- * ½ day bonspiel, pair club curlers with new curlers for 4 end games (two experienced curlers playing backend, new curlers playing front end).
- * Great way to introduce new curlers to other members (and get them on teams!)

- * **Organize beginner bonspiel**

- * Half day/Full day beginner bonspiel
- * Can be a point spiel, with lots of prizes, emphasis on fun

Get Feedback

- * Mid-year questionnaire
- * End of year questionnaire
- * Use online programs i.e. survey monkey



Questions?